



**JUNIOR LEAGUE OF ALBANY**  
*Women building better communities®*

American Girl Fashion Show Committee Agenda

Meeting Scheduled September 16, 2014

6:30 PM, Bountiful Bread, Stuyvesant Plaza, Albany

1. Call Meeting to Order, additions or changes to agenda
2. Approve minutes of previous meeting
3. Update on photographer
4. Update on show themes
5. Update on Albany Country Club meeting
6. Review to-do list for September
7. Approve suggested 2015 pricing for submission to BOD
8. Approve model application, then send to BOD
9. **New Item:** Possible placements for transfers or new members on AG committee. CJM will discuss.
10. Sponsorship chair task out
  - a. Sponsorship chair may begin soliciting sponsors, advertisers, and vendors at any time after the sponsorship letter that has been submitted to the BOD is approved.
  - b. Sponsorship chair may assign tasks to others in this endeavor
  - c. **New Item:** Approach Frank Adams Jewelers through new member. LW will discuss.
11. Review proposal for sponsored tickets for girls in the community (see written proposal).
12. Volunteer Management Chair
  - a. Volunteer Management chair should identify self at GMM, if present, and begin collecting shift assignment preferences from members.
  - b. Develop timeline for collecting shift assignments from members, and timeline for reporting how many members, and which ones are not assigned.
  - c. Coordinate with Bridget Graber to receive membership list.
13. Vendors Chair
  - a. Contact Carly Connors, Carolyn Daggett, Karen Clark for list of potential vendors
  - b. Coordinate with Bridget Graber to send mass mailing/emailing.
14. Publicity plan
  - a. **Project:** Possibly with Communications Council, reach out to Times Union for grant/discounted advertising leading up to the show, including a series of ads.
  - b. **Project:** Identify blogs that we should speak with, and identify for press releases as the date grows closer. Identify any opportunities to buy advertising on their sites.

- c. **Project:** Contact Colonie Center/Crossgates about booking tables for publicity in December/January/February. Coordinate with Brianna Olson, DIAD committee.
  - d. **Project:** Design Save the Date cards, get committee and BOD approval, and send for printing.
  - e. **Project:** Work with DIAD committee to set up DIAD at Delaware Public Library in Albany that works with the American Girl Dolls that we donated last year.
    - i. Possibly donate a new doll.
    - ii. Publicize this event.
    - iii. Tie-in with literacy and our history with Dolly's.
    - iv. Possible date in early February (Valentine's theme? Samantha Parkington and Victorian Valentines?)
15. **Project:** Contact cosmetology schools for proposed girl hair salon
- a. Report back to committee by email within one to two weeks
  - b. Contact local cosmetology schools (Austin, Orlo, etc.) with proposal
  - c. Emphasize that this is a fundraiser for a 501(c)(3) not for profit.
  - d. We would have three shifts, 9-10:30, 12:30-2:00, and 4:00-5:30.
  - e. We would like dry styling for little girls, specifically braiding, French braiding, possibly fishtail braiding, and variations. We would supply hair elastics, barettes, and ribbons.
  - f. We would supply snacks for the volunteers.
  - g. Get a time estimate per girl.
  - h. See if we can guarantee a certain number of stylists *with supervision*. We would need someone from the school to supervise.
  - i. Possibly offer tickets to show as incentive?
  - j. Ask what supplies would be necessary at the club—chairs? Tables? Etc?
16. **Project:** Research pricing and feasibility of appliqué girl nail salon.
- a. Report back to committee by email within one to two weeks
  - b. Gather pricing information on nail appliqués
  - c. Gather information about methods of application
  - d. List supplies needed to execute nail salon
  - e. Estimate time required to apply appliqués to girls
  - f. Suggest pricing
17. Set next month's meeting date
- a. Will discuss model applicants, solicitation, issues at next meeting.
  - b. Will discuss raffle information from past years.